Budget

2070951459

Source: https://www.industrydocuments.ucsf.edu/docs/tfxn0004

1998

Club Benson & Hedges

Budget

E26

(as of 2/9/98)

2070951460

Source: https://www.industrydocuments.ucsf.edu/docs/tfxn0004

1998 Club Benson & Hedges - E26

Budget Summary
2/11/98

CODE	CATEGORY	BUDGET	ACTUAL TO DATE
133	Consumer Incentives	$12,000.00	$0.00
137	Promotional Materials	$35,000.00	$0.00
202	Agency Artwork (Leo Burnett)	$20,000.00	$0.00
203	Non-Agency Artwork - GMR Creative	$400,000.00	$0.00
273	PR Materials	$12,000.00	$0.00
275	Media Spokesperson (Will Downing)	$20,000.00	$0.00
277	Artist Fees/Expenses	$1,556,400.00	$0.00
316	Telemarketing	$20,000.00	$0.00
472	Professional Services	$1,619,600.00	$0.00
	- GMR Execution	$561,700.00	$0.00
	- John Schreiber Group	$1,057,900.00	$0.00
555	Photography	$5,000.00	$0.00
	TOTAL	$3,700,000.00	$0.00

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1998 Club Benson & Hedges

044 - 133 - 4401 - 12 - E26

Consumer Incentives

2/8/98

P.O.#	POS#	ITEM	QUANTITY	UNIT PRICE	QUOTE	ACTUAL TO DATE
		Caps	2,000	$4.00	$8,000.00	$0.00
		T-Shirt Silk Screening	1	$4,000.00	$4,000.00	$0.00
		TOTAL			**$12,000.00**	**$0.00**

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1998 Club Benson & Hedges

044 - 137 - 4401 - 12 - E26

Promotional Materials

2/9/98

P.O.#	POS#	ITEM	QUANTITY	UNIT PRICE	QUOTE	ACTUAL TO DATE
	05018	Atlanta Poster	200	$4.00	$800.00	$0.00
	05019	Chicago Poster	200	$4.00	$800.00	$0.00
	05020	Dallas Poster	200	$4.00	$800.00	$0.00
	05021	Detroit Poster	200	$4.00	$800.00	$0.00
	05022	Houston Poster	200	$4.00	$800.00	$0.00
	05023	Los Angeles Poster	200	$4.00	$800.00	$0.00
	05025	New Orleans Poster	200	$4.00	$800.00	$0.00
	05028	San Francisco/Oakland Poster	200	$4.00	$800.00	$0.00
	05039	St. Louis Poster	200	$4.00	$800.00	$0.00
	05083	Washington D.C. Poster	200	$4.00	$800.00	$0.00
	N/A	Film/Seps	1	$12,000.00	$12,000.00	$0.00
		POSTER TOTAL			$20,000.00	$0.00
J14178	79127	3-Tier Cigarette Display	50	$225.86	$11,293.00	
		Tooling	1	$5,200.00	$5,200.00	
		CIGARETTE DISPLAY TOTAL			$16,493.00	
		TOTAL			**$36,493.00**	**$0.00**

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1998 Club Benson & Hedges

044 - 273 - 4401 - 12 - E26

PR Materials

2/8/98

P.O.#	POS#	PR MATERIALS	QUANTITY	UNIT PRICE	QUOTE	ACTUAL TO DATE
	05016	Media Kit Folder	4,000	$1.50	$6,000.00	$0.00
		Film/Seps	1	$2,775.00	$2,775.00	$0.00
		Dies	1	$350.00	$350.00	$0.00
		10 x 13 Envelopes	5,000	$0.59	$2,925.00	$0.00
		#10 Envelopes	2,500	$0.90	$2,250.00	$0.00
		Letterhead	95,600	$0.09	$8,126.00	$0.00
		Letterhead w/out PR Address	1,500	$0.00	$0.00	$0.00
		Blank Sheets	40,000	$0.06	$2,200.00	$0.00
		Media Gifts	300	$15.00	$4,500.00	$0.00
		PR TOTAL			**$29,126.00**	**$0.00**

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1998 Club Benson & Hedges

John Schreiber Group

2/9/98

PROFESSIONAL SERVICES 044-472-4401-12-E26	BUDGET	ACTUAL TO DATE
Management Fee	$422,000	$0.00
Advance Market Visits/Travel Expenses	$30,000	$0.00
Executive Producer Travel	$15,000	$0.00
Travel Expenses/National Staff - $14,000/market x 10 cities	$140,000	$0.00
Local Market Producers - $12,000/market x 10 cities	$120,000	$0.00
Market Producer Expenses - $2,000/market x 10 cities	$20,000	$0.00
Local Market Assistants - $2,500/market x 10 cities	$25,000	$0.00
Local Producer Summit Meeting	$10,900	$0.00
Alternative Media - $16,500 avg/market x 10 cities	$165,000	$0.00
Insurance	$35,000	$0.00
Out-of-Pocket Itemized Program Expenses	$75,000	$0.00
044 - 472 - 4401 - 12 - E26 TOTAL	$1,057,900	$0.00

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